DEMOS AU

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Tasmanian Election Polling
06-10 July 2025

ABOUT THIS POLL

Publication date: 11 July 2025

Methodology Statement

Research company	DemosAU
Client commissioning the research	Pulse Media Group
End client	Pulse Media Group
Fieldwork dates	6-10 July 2025
Mode of data collection	Online via Internet panels and random device engagement. IRV/robopolls
Target population	Tasmanian adults 18+ registered to vote .
Sample size	3,421. See page 17 for more details.
Is voting intention published?	In this report
Effective sample size after weighting applied	2,121. See page 17 for more details.
Margin of error associated with effective sample size	+/- 2.1% See page 17 for more details.
Variables used in weighting	Age x gender, education, 2025 House of Representatives federal election vote
Weighting method used	Rim weighting per electorate. State-wide figures are electorate weighted totals. Electorate weights are share of state-wide voter enrolment.
Full question text, responses categories and randomisation	See page 18 for details.
Proportion of landline/mobile completed interviews	Nil
Source of online sample	IRV/robopoll (76%), Internet Panels (20%), Random Device Engagement (4%).
Positioning of voting intention questions in questionnaire?	State Voting Intention questions asked immediately after demographic questions. Remaining client questions asked after state VI question.
How were undecided voters handled?	Undecided voters at party VI question excluded from VI totals. Undecided voters at candidate VI question assigned equally to all candidates within group.
2PP calculation method	n/a

VOTING INTENTION

Primary Vote %

	Bass	Braddon	Clark	Franklin	Lyons	TASMANIA
Liberal	37.6%	40.8%	28.1%	31.7%	35.5%	**34.9%**
Labor	26.0%	23.5%	25.6%	22.4%	26.2%	**24.7%**
Greens	20.0%	9.5%	22.7%	10.7%	16.3%	**15.6%**
Nationals	3.5%	3.2%	0.0%	0.0%	6.2%	**2.7%**
SFF	0.5%	1.8%	0.0%	0.0%	6.1%	**1.8%**
Independent	12.4%	21.2%	23.6%	35.2%	9.7%	**20.3%**
Don't Know excluded	*7.0%*	*7.4%*	*6.4%*	*6.2%*	*9.5%*	***7.4%***

Swings %

	Bass	Braddon	Clark	Franklin	Lyons	TASMANIA
Liberal	-0.4%	-4.8%	1.0%	-2.3%	-2.1%	**-1.8%**
Labor	-3.8%	-1.2%	-4.9%	-4.9%	-6.6%	**-4.3%**
Greens	8.0%	2.9%	1.8%	-9.1%	5.4%	**1.7%**
Nationals	3.5%	3.2%			6.2%	**2.7%**
SFF	-1.9%		-1.5%		-0.7%	**-0.5%**
Independent	4.5%	12.5%	6.0%	23.6%	7.0%	**10.7%**
Lambie*	*-8.1%*	*-11.4%*		*-4.9%*	*-8.3%*	***-6.7%***
Others*	*-1.8%*	*-1.2%*	*-2.4%*	*-2.4%*	*-1.6%*	***-1.8%***

**Not contesting in 2025*

SEAT ESTIMATE & PREFERRED PREMIER

Seat Estimate

Party	Bass	Braddon	Clark	Franklin	Lyons	TASMANIA
Liberal	3	3	2	2-3	3	**13-14**
Labor	2	2	2	1-2	2	**9-10**
Greens	1-2	1	2	1	1	**6-7**
Nationals					0-1	**0-1**
SFF					0-1	**0-1**
Independent	0-1	1	1	2	0-1	**4-6**

Preferred Premier

Q. Who do you think would make the better Premier of Tasmania?

	Bass	Braddon	Clark	Franklin	Lyons	TASMANIA
Jeremy Rockliff (Liberal)	39.3%	43.6%	31.8%	42.4%	45.0%	**40.7%**
Dean Winter (Labor)	30.2%	28.0%	37.0%	33.6%	27.7%	**31.1%**
Don't know	30.5%	28.4%	31.2%	24.0%	27.3%	**28.2%**

BASS

Primary Vote %

Candidate	%	Quota	Swing
a Liberal Candidate	37.6%	3.01	-0.4%
a Labor Candidate	26.0%	2.08	-3.8%
a Greens Candidate	20.0%	1.60	8.0%
George Razay - Independent	5.1%	0.41	
Rebekah Pentland - Independent	4.3%	0.34	
a Nationals Candidate	3.5%	0.28	
Michal Frydrych - Shooters, Fishers and Farmers	0.5%		-1.9%
Any other candidate	3.0%	0.24	
Don't know (excluded)	*7.0%*		

BASS

Liberal Candidates

Candidate Name	%	Quota	Swing
Bridget Archer	19.6%	1.57	
Michael Ferguson	7.5%	0.60	-10.6%
Rob Fairs	4.1%	0.33	-4.3%
Simon Wood	2.2%	0.18	-0.7%
Chris Gatenby	1.8%	0.14	-0.4%
Julie Sladden	1.5%	0.12	-1.1%
Sarah Quaile	1.0%	0.08	-1.1%

Labor Candidates

Candidate Name	%	Quota	Swing
Janie Finlay	9.4%	0.75	-1.4%
Jess Greene	5.1%	0.41	
Geoff Lyons	3.5%	0.28	1.0%
Luke Moore	2.7%	0.22	
Melissa Anderson	2.1%	0.17	0.8%
Peter Thomas	1.7%	0.14	
Will Gordon	1.5%	0.12	-0.1%

BRADDON

Primary Vote %

Candidate	%	Quota	Swing
a Liberal Candidate	40.8%	3.26	-4.8%
a Labor Candidate	23.5%	1.88	-1.2%
Craig Garland - Independent	13.7%	1.10	8.6%
a Greens Candidate	9.5%	0.76	2.9%
Miriam Beswick - Nationals	3.2%	0.26	
Adam Martin - Independent	3.2%	0.26	
Adrian Picken - Shooters, Fishers and Farmers	1.8%	0.14	-1.1%
Any other candidate	4.3%		
Don't know (excluded)	*7.4%*		

BRADDON

Liberal Candidates

Candidate Name	%	Quota	Swing
Jeremy Rockliff	24.6%	1.97	-3.0%
Gavin Pearce	5.8%	0.46	
Felix Ellis	5.4%	0.43	-1.9%
Roger Jaensch	2.4%	0.19	-1.4%
Giovanna Simpson	1.0%	0.08	-1.6%
Stephen Parry	0.9%	0.07	
Kate Wylie	0.6%	0.05	

Labor Candidates

Candidate Name	%	Quota	Swing
Anita Dow	10.4%	0.83	2.2%
Shane Broad	3.4%	0.27	-3.1%
Amanda Diprose	3.0%	0.24	0.9%
Kelly Hunt	2.3%	0.18	
Cheryl Fuller	1.7%	0.14	0.3%
Adrian Luke	1.6%	0.13	
Tara Woodhouse	1.1%	0.09	

CLARK

Primary Vote %

Candidate	%	Quota	Swing
a Liberal Candidate	28.1%	2.25	1.0%
a Labor Candidate	25.6%	2.05	-4.9%
a Greens Candidate	22.7%	1.82	1.8%
Kristie Johnston - Independent	17.3%	1.38	9.6%
Elise Archer - Independent	4.3%	0.34	
Any other candidate	2.1%	0.17	
Don't know	*6.4%*		

CLARK

Liberal Candidates

Candidate Name	%	Quota	Swing
Marcus Vermey	8.3%	0.66	2.8%
Simon Behrakis	6.8%	0.54	-1.3%
Madeleine Ogilvie	6.2%	0.50	-1.1%
Marilena Di Florio	3.4%	0.27	
Edwin Johnstone	1.5%	0.12	
Jessica Barnett	1.0%	0.08	
David Wan	0.8%	0.06	

Labor Candidates

Candidate Name	%	Quota	Swing
Josh Willie	9.3%	0.74	0.4%
Ella Haddad	7.0%	0.56	-3.9%
Tessa McLaughlin	2.6%	0.21	
Luke Martin	2.0%	0.16	
John Kamara	1.8%	0.14	-0.9%
Craig Shirley	1.8%	0.14	
Liam McLaren	1.2%	0.10	

Greens Candidates

Candidate Name	%	Quota	Swing
Helen Burnet	10.4%	0.83	5.0%
Vica Bayley	7.1%	0.57	-2.8%
Any other Greens candidate	5.2%	0.42	

FRANKLIN

Primary Vote %

Candidate	%	Quota	Swing
a Liberal Candidate	31.7%	2.54	-2.3%
a Labor Candidate	22.4%	1.79	-4.9%
a Greens Candidate	10.7%	0.86	-9.1%
Peter George - Independent	18.2%	1.46	
David O'Byrne - Independent	13.7%	1.10	4.9%
Any other candidate	3.4%	0.27	
Don't know (excluded)	*6.2%*		

FRANKLIN

Liberal Candidates

Candidate Name	%	Quota	Swing
Eric Abetz	10.8%	0.86	2.0%
Jacquie Petrusma	7.6%	0.61	-2.3%
Josh Garvin	4.6%	0.37	3.5%
Nic Street	4.4%	0.35	-4.0%
Natasha Miller	2.0%	0.16	
Michele Howlett	1.3%	0.10	
Dean Young	1.0%	0.08	-3.3%

Labor Candidates

Candidate Name	%	Quota	Swing
Dean Winter	10.1%	0.81	0.9%
Jess Munday	4.2%	0.34	
Meg Brown	4.0%	0.32	-1.0%
Kaspar Deane	2.0%	0.16	-0.5%
Chris Hannan	0.8%	0.06	
Traycee Di Virgilio	0.6%	0.05	
Amelia Meyers	0.6%	0.05	

LYONS

Primary Vote %

Candidate	%	Quota	Swing
a Liberal Candidate	35.5%	2.84	-2.1%
a Labor Candidate	26.2%	2.10	-6.6%
a Greens Candidate	16.3%	1.30	5.4%
Angela Offord - Independent	6.2%	0.50	5.9%
a Nationals candidate	6.1%	0.49	
Carlo di Falco - Shooters, Fishers and Farmers candidate	4.1%	0.33	-0.7%
Any other candidate	5.6%	0.45	
Don't know (excluded)	*9.5%*		

LYONS

Liberal Candidates

Candidate Name	%	Quota	Swing
Jane Howlett	13.5%	1.08	4.3%
Guy Barnett	8.5%	0.68	-2.6%
Mark Shelton	4.9%	0.39	-2.1%
Stephanie Cameron	3.9%	0.31	nc
Richard Hallett	3.0%	0.24	0.5%
Judith "Poppy" Lyne	1.1%	0.09	
Bree Groves	0.7%	0.06	

Labor Candidates

Candidate Name	%	Quota	Swing
Jen Butler	11.1%	0.89	7.9%
Brian Mitchell	5.3%	0.42	
Casey Farrell	2.8%	0.22	1.2%
Richard Goss	2.5%	0.20	0.1%
Edwin Batt	1.6%	0.13	0.5%
Shannon Campbell	1.5%	0.12	
Saxon O'Donnell	1.4%	0.11	

Nationals Candidates

Candidate Name	%	Quota	Swing
John Tucker	3.8%	0.30	
Andrew Jenner	1.1%	0.09	
Any other Nationals candidate	0.9%	0.07	0.1%

STATE VI - DEMOGRAPHIC BREAKDOWNS

Don't Know excluded from totals

Demographic	Liberal	Labor	Greens	Nationals	SFF	Ind	Don't Know
Tasmania	**34.9%**	**24.7%**	**15.6%**	**2.7%**	**1.8%**	**20.3%**	7.4%
Male	39.1%	20.3%	15.3%	3.5%	2.3%	19.6%	5.6%
Female	30.9%	28.9%	15.9%	2.0%	1.4%	21.0%	9.1%
18-29	27.5%	27.9%	28.7%	0.4%	2.3%	13.1%	8.3%
30-44	33.5%	29.8%	14.0%	1.3%	2.4%	19.0%	9.0%
45-64	38.9%	22.4%	11.6%	4.4%	1.5%	21.2%	7.0%
65+	35.3%	22.0%	14.5%	3.0%	1.4%	23.8%	6.2%
male 18-29	34.2%	20.0%	30.7%	0.3%	3.2%	11.6%	3.6%
male 30-44	37.5%	26.2%	14.4%	1.6%	1.9%	18.5%	6.9%
male 45-64	44.9%	19.4%	9.1%	5.6%	2.0%	18.9%	6.9%
male 65+	36.5%	17.3%	14.4%	4.2%	2.3%	25.4%	4.2%
female 18-29	20.3%	36.6%	26.4%	0.6%	1.3%	14.8%	13.0%
female 30-44	29.5%	33.4%	13.7%	1.0%	2.8%	19.6%	11.0%
female 45-64	33.2%	25.3%	14.0%	3.2%	1.2%	23.2%	7.1%
female 65+	34.2%	26.2%	14.7%	2.0%	0.6%	22.3%	8.0%
I didn't finish Grade 12	43.9%	26.5%	9.7%	1.5%	1.2%	17.2%	10.2%
Completed Grade 12	31.3%	27.0%	21.3%	0.7%	1.3%	18.4%	5.7%
TAFE Certificate or Apprenticeship	36.2%	26.4%	11.4%	1.2%	3.1%	21.7%	7.9%
Undergraduate University Degree	28.8%	20.8%	25.5%	0.5%	1.3%	23.2%	4.6%
Postgraduate University Degree	22.4%	21.8%	25.2%	1.1%	0.9%	28.6%	5.1%

PREFERRED PREMIER – DEMOGRAPHIC BREAKDOWNS

Q. Who do you think would make the better Premier of Tasmania?

Demographic	Jeremy Rockliff (Liberal)	Dean Winter (Labor)	Don't Know
Tasmania	40.7%	31.1%	28.2%
Male	45.9%	30.4%	23.8%
Female	36.0%	31.8%	32.2%
18-29	39.9%	33.6%	26.5%
30-44	39.9%	37.3%	22.8%
45-64	44.9%	27.0%	28.1%
65+	37.3%	29.9%	32.9%
male 18-29	46.2%	31.9%	21.9%
male 30-44	39.4%	39.6%	21.0%
male 45-64	54.2%	25.3%	20.4%
male 65+	41.3%	28.1%	30.6%
female 18-29	33.6%	35.3%	31.1%
female 30-44	40.3%	35.1%	24.6%
female 45-64	36.4%	28.5%	35.1%
female 65+	33.7%	31.4%	34.9%
I didn't finish Grade 12	46.7%	27.7%	25.7%
Completed Grade 12	36.3%	34.0%	29.7%
TAFE Certificate or Apprenticeship	43.1%	31.6%	25.4%
Undergraduate University Degree	34.8%	32.3%	32.9%
Postgraduate University Degree	27.7%	35.9%	36.4%
Lib	93.7%	1.4%	4.9%
ALP	8.7%	75.6%	15.7%
Grn	12.2%	43.2%	44.6%
Ind	19.8%	28.4%	51.9%
Nat	27.1%	16.2%	56.7%
SFF	29.7%	17.2%	53.2%
DK	28.7%	11.6%	59.7%

METHODOLOGY INFORMATION

Sample Sizes and Margins of Error

	Sample Size	Effective Sample Size	Effective MoE
Bass VI	723	469	4.5%
Braddon VI	623	427	4.7%
Clark VI	647	371	5.1%
Franklin VI	804	502	4.4%
Lyons VI	624	352	5.2%
State-wide Sample	3,421	2,121	2.1%

Survey Mode Breakdown

	IVR (Robocalls)	Random Device Engagement	Internet Panel	Total
Bass	549	23	151	723
Braddon	485	24	114	623
Clark	489	23	135	647
Franklin	613	24	167	804
Lyons	475	25	124	624
State-wide Sample	2,611	119	691	3,421

METHODOLOGY INFORMATION

VI & Preferred Premier Question Format

Respondents were provided withe demographic questions about the electorate they were registered to vote in, age , gender and education. Immediately after these initial questions they were given the following questions. Lyons is provided as an example.

Q. At the 2025 Federal Election, which candidate did you vote for in the Lyons electorate?
(order rotated with "I don't remember" kept last)

- Rebecca White (Australian Labor Party)
- Susie Bower (Liberal)
- Alistair Allan (The Greens)
- Shaun Broadby (Pauline Hanson's One Nation)
- Angela Offord (Independent)
- Carlo Di Falco (Shooters, Fishers and Farmers Party)
- Sarah Graham (Trumpet of Patriots)
- Michael Phibbs (Citizens Party)
- I don't remember

Q. If a State Election for the Lyons electorate was held today, which one of the following candidates would you vote for?
(listed in fixed order based on left-to-right ballot order of groups)

- Carlo di Falco - Shooters, Fishers and Farmers candidate
- a Nationals Candidate
- a Greens Candidate
- Angela Offord - Independent
- a Labor Candidate
- a Liberal Candidate
- any other candidate
- Don't Know

Q. If a State Election for the Lyons electorate was held today, which Liberal candidate would you vote for? *(only respondents who chose "a Liberal candidate" in previous question)*

- All seven group candidates listed in random order with Don't Know kept last

Q. If a State Election for the Lyons electorate was held today, which Labor candidate would you vote for? *(only respondents who chose "a Labor candidate" in previous question)*

- All seven group candidates listed in random order with Don't Know kept last

Q. If a State Election for the Lyons electorate was held today, which Nationals candidate would you vote for? *(only respondents who chose "a Nationals candidate" in previous question)*
(individual candidates rotated, final two options kept last)

- Andrew Jenner
- John Tucker
- any other Nationals candidate
- Don't Know

Q. Who do you think would make the better Premier of Tasmania? *(answer order rotated, DK kept last)*

- Jeremy Rockliff (Liberal)
- Dean Winter (Labor)
- Don't Know

Note 1: Individual Candidate question asked for Liberal and & Labor in all seats. Nationals in Lyons, Greens in Clark

Note 2: Independents listed were those who had their own ballot paper group with the following exceptions. Rebekah Pentland as a sitting MP was listed in Bass. Joel Badcock was omitted in Braddon due to survey length constraints.

Note 3: All answer options listed in result tables are stated as they were put to the respondents.

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